



**District 90 Region 12  
Public Relations Competition  
Guidelines and Entry Form**

**District 90 recognises and presents public relations awards at the District 90 Annual Conference each year.**

**To enter, please complete, scan and submit the following details: Year of entry:**

Club Name	
VPPR Officer Name	
Telephone	M AH
Email address	
Return postal address	
Submitted by: (if not the VPPR)	Name: Role:

**Additional Information:**

- Entries close 30th June
- Please print, fill-out and scan this Entry Form and e-mail with (preferably) PDF copies of the press releases, newsletters, scanned newspaper articles etc
- For radio interviews, submit details of station, reach, content (e.g. Speechcraft Course), results etc
- The more detailed information you can provide for each entry in category 3, the higher chance you have of being successful.
- More details can be found in D90 PR Guidelines.pdf via the 'PR Portal on the D90 website:
  - <http://www.d90toastmasters.org.au/d90pr.html>
  - The awards will be presented to the editors, webmaster and club in each category.
- All submissions will remain with the District 90 Public Relations Officer and may be used as future reference material (e.g. sample press release for VPPRs to use, club officer training etc) within the District.
- Submissions will be acknowledged by e-mail
- E-Mail to: [prm@d90toastmasters.org.au](mailto:prm@d90toastmasters.org.au)



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Tick ( ✓ ) each category your club is entering:

Category	Description	Tick
<b>Category 1</b>  <b>Captivating Communiqué</b>	<b>Best Club Newsletter:</b> choose and provide PDF copies of any three (3) publications from the current Toastmaster year. The originals can be distributed by either e-mail or paper.	
	Each newsletter is judged on the following aspects: <ul style="list-style-type: none"> <li>• Educational &amp; other Content</li> <li>• Creativity</li> <li>• Layout</li> <li>• Design and conformance to the TMI branding guidelines</li> </ul>	
	<b>Editors Name:</b>	
<b>Category 2</b>  <b>Stunning Web Sites</b>	<b>Best website:</b> Merit award issued to the best 3 websites. Please enclose a screen shot of your home page and attach to the entry form. Include your club web address in the space below. Both original and best adaption of Free Toast Hosts sites will be considered	
	Club websites are judged on adhering to TI Guidelines, creativity, interactivity, consistency and navigation.	
	<b>Webmaster's name:</b>	
	<b>URL:</b>	
<b>Category 3</b>  <b>Talk of the Town</b>  This category is open to clubs, areas and divisions.	<b>PR Campaign - Events:</b> Provide an outline of your PR campaign. You may include information like - the number of members involved, type of event, photographs, strategies used, materials used, costs and outcomes. Note: Successful entries tend to provide more information rather than less information. Can include facebook and other social media.	
	<b>PR Campaign - Print Media:</b> Attach PDF copies of your printed materials (flyers, posters, advertisements etc) that were used to promote an event. What were the results? Were there enquiries?	
	<b>PR Campaign - Press Release:</b> Attach copies of press releases, radio announcements or interviews, television interviews, editorials and so on. We only ask that it was published somewhere, somehow by a third party. What were the results? Were there enquiries?	